

**ABSTRACT**

For each of the customers of a broadcast service, server software can predict the content that the customer's client software is expected to acquire from the servers on behalf of the customer. This is based on (1) billing information for the customer received from the customer's client software and that describes previously broadcast content acquired by the client software on behalf of the customer, and (2) a description of available content that will be available for broadcast by the service and that can be acquired by the customer's client software. One application includes deriving a broadcast schedule for the service based on such predicted content for the customers.